



The Renaissance and Digital Sign Network will show you the way!

Guests of the Renaissance Beach and Marina Resorts will notice an interesting and informative new way to navigate the many amenities offered by this mega resort that occupies a major portion of downtown Oranjestad. The latest in digital technology from Digital Signage Network will adorn over thirty places in the resort and shopping malls, continually informing guests and shoppers of up to minute sales and offers, where to find what, and how to make the most of the many activities the Renaissance provides.

The implementation of this new media tool makes the Renaissance the first in the Caribbean to take advantage of this attractive form of communicating with its clients and customers.

Presenting this to press members on Thursday were Stef Nas, Retail Division Manager of the Renaissance who declared, "This system will help us provide the information that the guest is looking for at the time they need it, helping to effectively bring attention to the best the Resort has to offer. By taking advantage of the latest technology we are providing our Resort a new way to communicate with customers, while also enhancing our image by conveying a more sophisticated look and feel"

David van Ramshorst, V.P. of iBillboards and his brother William made the presentation, stating "It is no coincidence that Hotel and Mall operators are focusing on enhancing the customer experience, by creating a more energetic, trendy, and vibrant environment. That is exactly what digital signage offers, using plasma screen technology."

The system will deliver a continuous stream of high quality, dynamic content. To bring it all together, iBillboards uses the Scala InfoChannel 3 platform, which is considered 'Best in Class' in the digital signage industry. Placed strategically around the environs of the Resort, Convention Center, Mall and Marketplace, they will also be found in the Seaport and Crystal Casino, the Crystal Theater and L.G. Smith's Steak and Chop House.

"The reason iBillboards' approach to digital signage is very successful is three-fold: smarter audiences who expect a smarter medium, state-of-the-art technology, which has lowered costs and improved quality; and our end-to-end product offering which includes hardware, software, network management and a talented team of multi-media designers that continuously produce creative and eye-catching content" says van Ramshorst.

This technology which was pioneered by Scala, Inc pioneers in the industry of digital since 1987. As flat panel and networking technologies catch up with Scala's vision, Scala finds itself with over a 15-year head start, helping it win some of the largest digital signage engagements including DSN projects for among others Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, McKee Foods, Burger King, Muvico, Rabobank, Santiago Airport and Dubai Airport.

iBillboards is a Certified Value Added Reseller of Scala, Inc, and this new technology is available to all vendors on the island, so interested parties can gain more information at their website www.ibillboards.net Now, thanks to modern technology, a visit to the Renaissance complex in Oranjestad will be more entertaining than ever!